

What is claimed is:

1. A coupon inserter adapted to insert coupons into containers, said coupons being provided in a continuous web of separable coupons wherein a forwardmost coupon is separably connected to a successive coupon by a weakened separable portion disposed therebetween, said apparatus comprising:
- 5 positioning rolls rotatably mounted and defining a bight to receive the forwardmost coupon;
- a positioning drive mechanism coupled to at least one of said positioning rolls for driving said positioning rolls;
- 10 feed rolls disposed upstream from said positioning rolls, said feed rolls rotatably mounted and oriented for directing the forwardmost coupon toward said bight of said positioning rolls;
- a feed drive mechanism coupled to at least one of said feed rolls to drive said feed rolls,
- 15 a container sensor adapted to detect the presence of a container at a first predetermined location that produces a first signal dependent upon the presence or absence of the container at said first predetermined location,
- a coupon sensor adapted to detect the presence of a coupon at a second predetermined location that produces a second signal dependent upon the presence or absence of the coupon at said second predetermined location; and
- 20 a control circuit that actuates said feed drive mechanism, said control circuit being responsive to a said first signal and said second signal so the forwardmost coupon is separated from the continuous web and inserted into one of the containers.